



CITY OF ATLANTA

01-C -1567

BILL CAMPBELL  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
(404) 330-6100

September 17, 2001

President Robert Pitts &  
Members of Atlanta City Council  
55 Trinity Avenue, SW  
Atlanta, Georgia 30335

**Re: Appointment to the In Rem Review Board**

Dear President Pitts and Members of Council:

It is a pleasure for me to appoint **Ms. Pamela L. Williams** to serve as a member of the **In Rem Review Board** in the **General Business Administration** category. This appointment is for a term of three (3) years, scheduled to begin on the date of Council confirmation.

I am certain that Ms. Williams will serve the City of Atlanta with distinction.

I respectfully urge confirmation of this appointment.

Sincerely,

Bill Campbell

Enclosures



**PAMELA L. WILLIAMS, Associate**  
Director of Marketing and Public Relations

Bachelor's Degree - Psychology  
Spelman College, 1982

Master's Degree - Business Administration  
Atlanta University, 1988

As the Director of the Marketing and Public Relations Department for Williams-Russell and Johnson, Inc. (WR&J), Ms. Williams is responsible for the planning, coordination and implementation of the firm's proactive and reactive marketing strategies aimed at increasing the client base for the Atlanta headquarters and three branch office operations in the southeast and midwest regions.

During the thirteen year period that Ms. Williams has been employed with WR&J, she has coordinated a variety of marketing related tasks which include: target market research and development, client interaction, generation and follow-up of leads, proposal writing, preparation of marketing and presentation materials, establishment and maintenance of a marketing database, archiving of marketing materials, and preparation of marketing performance reports.

In addition to the marketing effort, her public relations activities encompass coordination of the firm's community service involvements, the planning and execution of corporate wide celebrations, theme parties and picnics, annual planning sessions, meetings and receptions, public speaking engagements, trade show representation, and firm wide media exposure.

Significant accomplishments since joining the firm include the initial marketing and networking with political, governmental, and corporate citizens which lead to the establishment of a subsidiary office in the midwest region; direction and production of the winning team's video presentation in pursuit of the \$360 million U.S. Virgin Islands' Capital Improvement Program and subsequent to the contract award, on-site design and implementation of an emergency public information program for the firm's Hurricane Relief Efforts in the wake of the 1989 occurrence of Hurricane Hugo which devastated the three islands. Ms. Williams has also substantially increased awareness of the firm within the A/E community and the general public through print media exposure and orchestrated the inclusion of the firm in Engineering News Record's, Top 500 design firms (an international industry publication), Black Enterprise's, BE 100 (a listing of the Nation's most successful minority owned firms), and the Atlanta Business Chronicle's, Top 10 Engineering Firms (an Atlanta based business magazine).

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## ***Pamela L. Williams***

*Bachelor of Arts Degree - Psychology, minor in Economics  
Spelman College, 1982*

*Master of Business Administration (MBA), Marketing concentration  
Atlanta University, 1988*

*As the Director of Marketing and Public Relations for Williams-Russell and Johnson, Inc., one of the nation's largest minority-owned engineering firms; Pamela Williams is responsible for business development and revenue generation activities in the Atlanta headquarters office and its three branch office operations in the southeast and Midwest. Ms. Williams is responsible for the planning, coordination and implementation of the firm's proactive and reactive marketing strategies aimed at increasing the firm's client base. Her accomplishments led to the establishment of a subsidiary office in Kentucky, establishment of a special project office in Wyoming, and include production of the winning team's video presentation in pursuit of a \$360 million capital improvement program in the U.S. Virgin Islands. Ms. Williams is also responsible for developing and executing the firm's internal and external public relations programs and special events including annual meetings, project announcements, newsletters, employee recognition awards and incentives, company parties, and picnics. Having recently celebrated its second decade of service, Pamela has joined her siblings in the firm which was founded by her parents and their business associates.*

*Formerly President of the Atlanta Chapter of the National Black MBA Association, Inc.; Ms. Williams embarked upon an aggressive, economic development agenda. She was able to access and mobilize our strong legacy of unity, determination and faith to make a difference in the Atlanta community. Her efforts to form strategic alliances and initiatives with other professional groups, to collectively harness their skills and resources in the inner city yielded results such as statewide awareness of African-American Business Enterprise Day at the state capitol; the chapter's Black Buying Power workshop; free consulting services to minority businesses in the Empowerment Zone; an Entrepreneurial Career Fair, The Onyx Coalition and other multi-organizational events.*

*In January of 1997, Ms. Williams formed The Onyx Coalition, Inc. This eighteen organization coalition represents over 4,000 members and was formed in response to a belief in building a better community through collaborative efforts. The Onyx Coalition's membership represents diverse professional, political, and social backgrounds in metro Atlanta. Inquiries for Onyx chapters in two other major cities have been received. These actions affirm broad spread acceptance of an even greater belief, that as a people our destinies are tied, that to move forward we must find new ways of reaching out and reaching back.*

*Other community involvements included her role as National Co-chair of the 1993 National Black MBA Association, Annual Conference and Job Fair, assistance in developing the first international chapter of the Black MBA Association, chair of the Budget and Finance Committee for the Mecca Chapter of the National Coalition of 100 Black Women, Advisor on the Clark Atlanta University School of Business Alumni Advisory Committee, co-founder of an investment group, and member of Radcliffe Presbyterian Church.*

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(Do Not Write Above This Line)

A COMMUNICATION BY MAYOR BILL CAMPBELL

A COMMUNICATION APPOINTING MS. PAMELA L. WILLIAMS TO SERVE AS A MEMBER OF THE IN REM REVIEW BOARD IN THE GENERAL BUSINESS ADMINISTRATION CATEGORY. THIS APPOINTMENT IS FOR A TERM OF THREE (3) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

First Reading  
Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred to \_\_\_\_\_

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

CERTIFIED

FINAL COUNCIL ACTION  
☐ 2nd ☐ 1st & 2nd ☐ 3rd  
Readings  
☐ Consent ☐ V Vote ☐ RC Vote

MAYOR'S ACTION

- ☐ CONSENT REFER  
☐ REGULAR REPORT REFER  
☐ ADVERTISE & REFER  
☐ 1st ADOPT 2nd READ & REFER  
☒ PERSONAL PAPER REFER

Date Referred

9/17/01

Referred To:

CD/HHR & Committee on Council

Date Referred

Referred To:

Date Referred

Referred To: